

contact

ABOUT |

A Marketing Manager with a strong knowledge of the design process. Solution focused with strong conceptual design and branding skills. Able to communicate efficiently through oral, written and visual channels.

EXPERIENCE |**TECTRAN MANUFACTURING INC.** - Buffalo, NY - May 2004-Present

MARKETING SERVICES MANAGER | 2008-Present
 MARKETING SPECIALIST/IT SUPPORT | 2006-2008
 MARKETING ASSISTANT/CUSTOMER SERVICE REP | 2004-2006

Support Marketing & Sales departments to achieve company goals through planning, design, coordination and development of marketing communication materials. These items include product catalogs, product literature, training materials, sales bulletins, advertisements, launch campaigns, promotional items, and website design/development. Guiding initial design concepts through to successful completion on multiple projects simultaneously.

PROJECTS |**CATALOGS**

- Product master – 4 versions, 315 pages, 6000+ parts
- Supplemental - 2 versions 50 pages, 800+ parts
- Partner product catalogs – 4 publications, partner products incorporating Tectran branding

WEBSITE

- Redesigned corporate website focusing on customer usability with a concentration on search functionality including industry slang and competitor part numbers
- Develop and maintain all content and sync with print collateral
- Establish social media marketing plan

LITERATURE

- Product, Sales, and Technical bulletins
- Customer branded literature – Co-branded promotional literature, product launches

MERCHANDISING

- Established product packaging design and labeling standards
- Developed updated product labeling system
- Created POS display programs

GENERAL

- Maintain digital photo library
- Trade show planning/coordination, booth design
- Work with cross functional teams to develop and implement new product launches
- Communicate product information to a variety of customer levels
- Responsible for implementation and management of corporate brand standards

S.O.S SECURITY SYSTEMS - Buffalo, NY - August 2003-December 2003

OFFICE MANAGER | Administrative support. Processing weekly payroll including updating and verifying time tracking entries in ERP job costing system.

LOCALNET CORPORATION - Williamsville, NY - May 1999-August 2003

MARKETING/ACCOUNT ADMINISTRATOR | Print ad implementation across multiple markets. Main account contact for web hosting and domain customers for administration and technical support.

CALL CENTER SUPERVISOR | Managed 20+ employee call center. Maintain appropriate staffing levels. Implemented new hire training programs.

CUSTOMER SERVICE REPRESENTATIVE | Answered incoming sales/customer service calls, info email requests.

SURE HAIR INTERNATIONAL - Williamsville, NY - July 1997-February 1999

OFFICE MANAGER | Manage sales lead database. Facilitated monthly mailing advertisement campaigns. Inventory management. Accounts payable/receivable, cash flow, banking & sales reports. Processed payroll.

SKILLS |

- Able to plan and implement multiple projects concurrently
- Proficient with Adobe Creative Suite - specifically InDesign, Photoshop, Illustrator, Acrobat
- Basic HTML knowledge
- Social media platforms
- MSOffice Suite
- Photo editing
- PC Repair
- The ability to visualize concepts & explain them to others
- Vendor Management
- Customer focused and brand obsessed
- Positive outlook

EDUCATION |

Graphic Design, Associate of Applied Science
 Villa Maria College, Buffalo, NY 14225

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